

ROVANIEMI

EUROPEAN CITY OF SPORT
2020 CANDIDATE



GREETING FROM THE MAYOR

Physical activity and sports have strong significance for Rovaniemi. They reflect the activity and dynamic well-being of the community. Rovaniemi wants to promote an active lifestyle and to see the opportunities for physical activity and sports as a clear part of the urban environment. Rovaniemi also sees the synergy benefits of sports and wellness tourism as a key part of city development.

The city of Rovaniemi has considered the well-being of its residents and a comfortable living environment to be an important goal. This goal can be found in many municipal strategies and programmes.

The number of sports facilities is uniquely comprehensive in relation to the local population. According to the national sports facility database (LIPAS) there are about 600 different sports facilities in Rovaniemi area.

In addition to the built exercise environment, nature, with our unique everyman's rights, also creates diverse opportunities for independent exercise and outdoor activities. We have a comprehensive and easy-to-access network of recreational services, which include nature recreation areas and local recreation areas.

We have distinct seasons in Rovaniemi. The winter is not too cold: warm air flows from the North Atlantic jet stream making it possible to enjoy the fantastic winters. The first snow usually falls in October, when the first ski trail opens. Snow covers the ground from November to April. On the other hand, summers are not too hot. During the midsummer there is even 24/7 daylight, which means night-time visibility! Snowless season lasts from May to October.

Rovaniemi is one of the country's leading international tourist destinations. The needs of tourists are also taken into account in the design and use of sports facilities. The pedestrian center, bicycle routes, winter routes and the Ounasvaara area are important development areas for tourism; at the same time, their development serves the citizens.

We are certain that the city of Rovaniemi, the education and research institutes, the sport clubs and the sports businesses in the area would greatly benefit from the award.

Esko Lotvonen, Mayor
City of Rovaniemi



ROVANIEMI

- the Capital of Finnish Lapland,
is located on the Arctic Circle and
it is the official hometown of
Santa Claus.

HISTORY

There has probably been continuous settlement in the Rovaniemi area since the Stone Age. Periodic clearance of new land for agriculture and the practice of slash-and-burn cultivation began around 750–530 B.C. Artifacts found in the area suggest that an increasing number of travelers from Karelia in the east, Häme in the south and the Arctic Ocean coast in the north. The Sami are considered to be Lapland's own indigenous population.

It is first mentioned by name in official documents in 1453, existing effectively as a set of small villages whose inhabitants earned their living mainly in agriculture and animal husbandry – with fishing and hunting. The exploitation of Lapland's natural resources in the 1800s boosted Rovaniemi's growth. Extensive logging sites attracted thousands of people to Lapland. Rovaniemi became the business center of the province of Lapland.



GENERAL INFORMATION

In the embrace of two great rivers, Ounasjoki and Kemijoki, a growing city strong in international trade, administration and education has taken form. Rovaniemi has always been a gateway to Lapland, and it served as the administrative centre of the Province of Lapland since 1938. Rovaniemi received city status in 1960. Later, the city and rural municipality were joined to form the new City of Rovaniemi in 2006.

Thanks to its location, Rovaniemi has grown naturally into the capital of Lapland with a pulse of its own that is suitably calming yet rousing – it is the beating heart of Lapland. Here, you can enjoy eight staggeringly different and equally beautiful seasons. At its best, nature is a source of strength and inspiration. Residents of Rovaniemi are urban people with a positive Laplandish spirit. Consider it done is the motto of the region.

The city centre is surrounded by a vibrant countryside with numerous villages. This rural aspect is also a very natural and characteristic trait of Rovaniemi. Forests, mires, meadows, fields and small lakes form an image of Lapland and Rovaniemi, whose appearance and nature change with the seasons creating new kinds of atmospheres.

Rovaniemi forms a unique combination of town services and surrounding Lappish nature. The main attractions in Rovaniemi are the Arctic Circle, Santa Claus, Santa Claus Village, Santapark, Ounasvaara Ski Resort, science centres Arktikum and Pilke and Korundi House of Culture.

Within ten kilometres of the city centre, you can find undisturbed nature and a busy international airport. The colours of Rovaniemi speak to Finland and Europe about a northern and Arctic culture and people that are perfectly adapted to nature.



RESIDENTS

In the past few decades Rovaniemi has grown into a busy and active town. The vast majority (84 percent) of the population are employed by service sector (2015). Two percent of the people earn their living from primary production and 13 percent from processing.

EXPERTISE

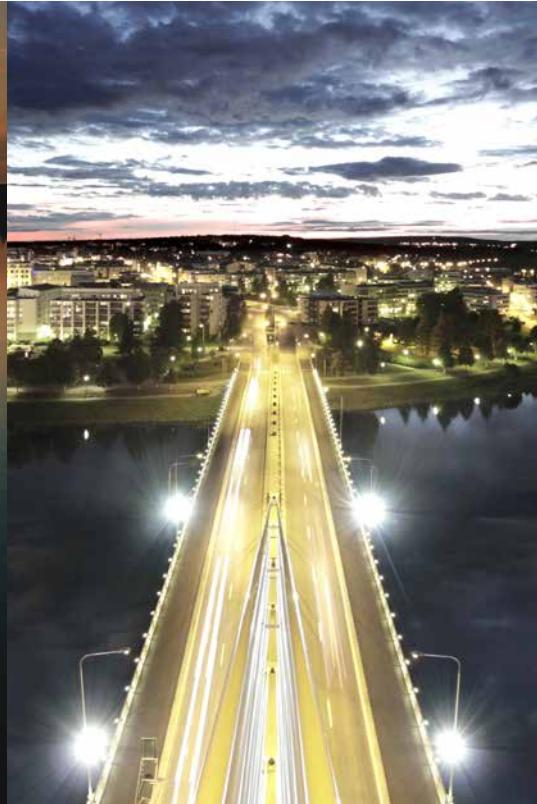
Rovaniemi is the educational centre of Lapland and there are two universities located in Rovaniemi. The University of Lapland is the northernmost university in Finland and in the European Union. Lapland University for Applied Sciences has its campuses in Rovaniemi, Kemi and Tornio.

The students in various levels of education are important group of population in Rovaniemi.

The educational institutions are developing themselves as athlete friendly studying environments, following EU Guidelines on Dual Careers of Athletes (2012). Rovaniemi has become internationally recognized educational center of winter sports. Cooperation with European partners in this field is actively developed.

ECONOMICS

Tourism has grown strongly in Rovaniemi region since the nineties. Approximately 500 000 tourists visit Rovaniemi each year. The unique location of Rovaniemi on the Arctic Circle has attracted visitors from all over the world and almost 60 percent of the visitors come from abroad.



AREA AND POPULATION

- 16th most populous city in Finland
- Population (2017): 62 447
- Population density
 - » Central area 85.7 residents/land km²
 - » Entire city 7.94 residents/land km²
- Households 30,704 (2016)



Act on the Promotion of Sports and Physical Activity (390/2015) gives definitions for physical activity and sports. It also gives responsibilities for the Finnish municipalities.

"Physical activity means spontaneous and structured physical exercise excluding top-level sports. Top-level sports means extensive, goal-oriented sports activities aiming at international success. Physical activity promoting health and wellbeing means all types of physical activity in the course of human life designed to maintain and improve the state of health and functional ability of the population."

Local government (municipality) is responsible for creating opportunities and facilities for engagement in physical activities at the local level. Local government shall provide opportunities and facilities for physical activity by:

1. providing physical exercise services and organising physical activities that promote general health and wellbeing with due regard to the various target groups;
2. supporting civic action including club activities; and
3. constructing and maintaining facilities for physical activity.



The duties shall be performed in the municipality in collaboration with the various fields of activity by developing local, inter-municipal and regional cooperation and, where necessary, providing for other forms of activity in response to local conditions and needs.

In making key decisions on issues related to sports and physical activity, local authorities are required to consult the residents to provide the local residents with the opportunity to participate and exert influence. Local authorities are also required to evaluate the residents' level of physical activity as part of the promotion of health and welfare.

According to the act, physical activity and top-level sports are two different types of activity, and municipal responsibilities are related to creating opportunities for physical activity, not necessarily for top-level sports. If local responsibilities want to support top-level sports, it's possible but not compulsory. Local Government Act (410/2015) says, that municipalities shall advance the well-being of their residents and the vitality of their respective areas. City of Rovaniemi sees that physical activity advances the well-being of the residents and the top-level sports advance the vitality of the area. Thus supporting also top-level sports is justified.



SPORT AND LEISURE SERVICES

The Sport and Leisure Services of the city of Rovaniemi are part of the Education & Culture Services. They offer residents sports services to meet their needs. The purpose of sports services is to support the organisation of physical activity and to be involved in creating a diverse sports culture in the area of Rovaniemi.

The Sport and Leisure Services organises supervised, health-promoting groups for children and young people, adults, senior citizens and those with special needs. In these groups, one can try out new things, get a new lease of life and get to know new people.

The Sport and Leisure Services also builds and maintains numerous sports facilities, both outdoors and indoors. Additional support for residents and sports clubs includes different grants and subsidies.

The staff of the Sport and Leisure Services consists of 17 full-time sports professionals and 20 part-time instructors. Maintenance of the numerous sports facilities is taken care by the subcontractors.

SPORT INFRASTRUCTURES – SPORT FACILITIES (INDOOR/OUTDOOR)

OUTDOOR SPORTS FACILITIES

Rovaniemi has nearly 600 sporting venues. Almost all of these are constructed, maintained and owned by the city of Rovaniemi. Most of facilities are outdoors, and include football pitches, ice hockey and skating rinks and tracks for skiing, walking, jogging, etc. Of the basic venues, the most common are football pitches, which can be found in almost every residential area.

Tracks for outdoor activity are built as close as possible to where residents live, along rivers and roads. Rovaniemi has many nature and outdoor trails suitable for both summer and winter use, and equipped with lean-to's. The rivers and lakes in the area offer good opportunities for canoeing and boating. Rovaniemi also provides good possibilities for snowmobiling along special snowmobiling trails.

OUTDOOR SPORT FIELDS

LENGTH WIDTH

	LENGTH	WIDTH
AGILITY FIELD	50	35
CENTRAL STADIUM	116	71
KORKALOVAARA	100	50
KOSKENKYLÄ	37	27
MELTAUS	60	30
MUUROLA	90	54
NAPAPIIRI	100	55
NIVANKYLÄ	80	46
NIVAVAARA	55	40
OIKARAINEN	84	46
OUNASJOKI	90	55
OUNASRINNE	100	60
SUOPUNKI	100	60
PAAVALNIEMI	56	40
RAUTIOSAARI	56	36
RAUTIOSAARI BEACH	60	38
ROMMELI	84	55
SAARI	60	30
SAARENKYLÄ	109	72
SAARENKYLÄ, THROWING AREA	88	55
SINETTÄ	100	60
SUSIVOUTI 1	106	62
SUSIVOUTI 2	140	76
SUSIVOUTI 3	110	70
SYVÄSENVAARA	90	55
TENNIS COURTS	37	55
VIKAJÄRVI	60	40
YLIKYLÄ	52	37

CROSS-COUNTRY SKIING & HIKING TRACKS

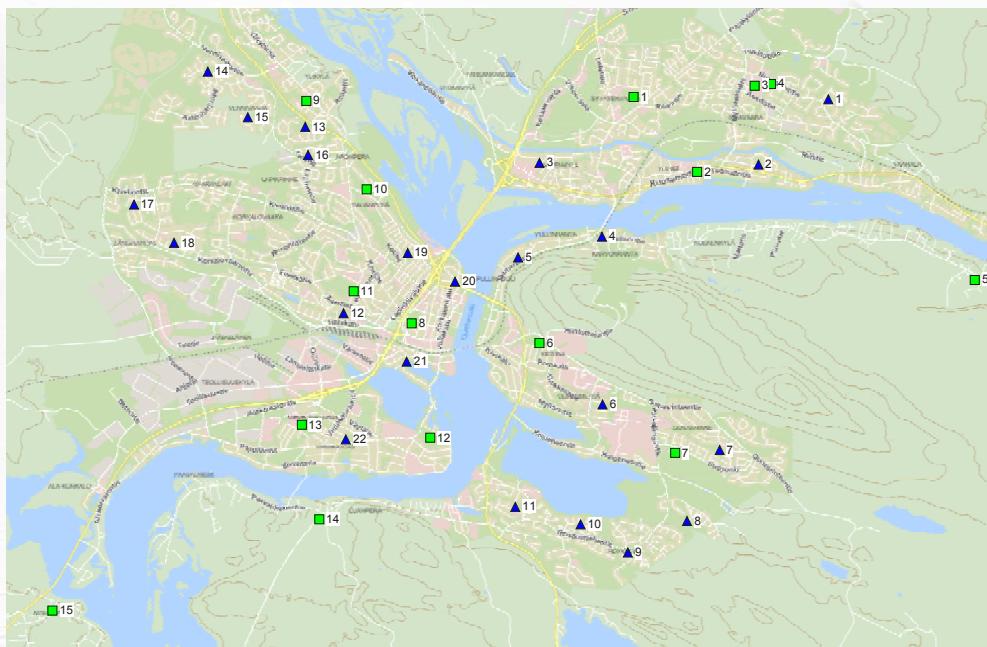
LENGTH (KM)
ILLUMINATED (KM)

ANU TRACK	1,5	1,5
JOKKAVAARA – SIERIJÄRVI TRACK	33,4	
KIRKKOLAMPI TRACK	1	
KORKALOVAARA TRACKS	14,3	5,6
MUUROLA TRACKS	7	3
OUNASVAARA TRACKS	21	21
FIRST-SOW TRACK	4,5	4,5
VENNIVAARA & POHTIMOLAMPI TRACK	14,8	
PÖYLIÖVAARA TRACK	15	15
SAARENKYLÄ – NIVAVAARA TRACKS	22	12
SUSIVOUTI TRACK	0,9	0,9
OUNASVAARA COMPETITION TRACKS	10	7,2
TORAMO COMPETITION TRACKS	5,3	1,3
KESKUSKENTTÄ TRACK	1	
HIRVAS TRACK	1,6	1,6
KIVITAIPALE TRACK	2,2	2,2
KUOLAVAARA TRACK	2,6	2,6
MELTAUS TRACK	1,9	1,9
NIVANKYLÄN TRACK	1,9	1,9
OIKARAINEN TRACK	2,8	2,8
RAUTIOSAARI TRACK	5,6	1,9
SINETTÄ TRACK	2,5	2,5
VANTTAUSKOSKI TRACK	5,8	1,8
VIKAJÄRVI TRACK	1,8	1,8
YLINAMPA TRACK	1,7	1,7
ICE TRACKS	21	

Ski tracks maintained by the municipality 203 km

Village tracks; maintained by the grants 586 km

CENTRAL & SUBURBAN SKATING AREAS



35 skating areas can be found in the city area during the winter time. There are 13 skating areas in the villages (outside of the picture). These areas serve as ball & play fields during the summer time.

INDOOR SPORTS FACILITIES

High-quality and spacious sports halls have been built on the same principle as the outdoor trails. Sports halls include Keltakangas Hall in the city centre, Ounas Hall and Totto Hall in Muurola. Municipal sports halls are on school premises.

SWIMMING CENTRE

The Vesihiiusi Swimming Centre provides excellent facilities for all kinds of water sports. In order to improve swimming ability, swimming instruction is organised for children and adults on many different levels. We organise swimming instruction for Rovaniemi's school children. We also organise swimming instruction for other educational institutes, day care centres and schoolchildren of nearby municipalities.

The swimming centre contains a large swimming pool, a learning pool with a water slide, a small children's pool and a warm-water jacuzzi called 'Laguuni', which is great for relaxation.

SPORT HALLS

LENGTH (M) WIDTH (M) HEIGHT (M)

KORKALOVAARA, SMALL	24	11	8
KORKALOVAARA, LARGE	29	15	6
LYSEONPUISTO	25	19	5
MAAKUNTAKATU	23	11	5
ROVAKATU, LARGE	21	8	5
ROVAKATU, SMALL	14	7	2
OUNASRINNE	42	21	10
OUNASVAARA, SMALL	10	20	4
OUNASVAARA, LARGE	25	13	8
RANTAVITIKKA	28	13	5
VIIRINKANGAS	19	8	4
ALAKORKALO	22	12	7
HIRVAS	21	12	7
KIVITAIPALE	20	12	7
KELTAKANGAS	38	22	7
KOSKENKYLÄ	22	12	7
MELTAUS	18	10	5
MUUROLA	19	11	6

LENGTH (M) WIDTH (M) HEIGHT (M)

NAPAPIIRI	30	16	7
NIVAVAARA	26	14	7
OIKARAINEN	11	9	4
OUNAS HALL	99	63	14
OUNASJOKI	19	10	6
KAUKO	21	12	6
PIRTTIKOSKI	16	11	5
RAUTIOSAARI	22	11	7
SAARI	30	13	6
SINETTÄ	30	16	7
SYVÄSENVAARA	23	12	7
TAIPALE	20	12	6
TOTTO HALL	22	24	7
VANTTAUSKOSKI	20	13	7
VIKAJÄRVI	22	12	7
YLIKYLÄ	23	15	6
YLÄKEMIJOKI	20	12	6

The diving platform provides a challenge up to a height of 5 meters, and, in summer, it is possible to plunge into a heated outdoor pool.

The swimming centre is a place where competitive swimmers, divers and canoeists come to practice. At the centre, many special associations organise a wide range of sporting activities for their members. The centre also offers a fitness room, solarium, massage and baby- and family-swimming sessions.

MAINTENANCE OF SPORTS FACILITIES (€/YEAR)

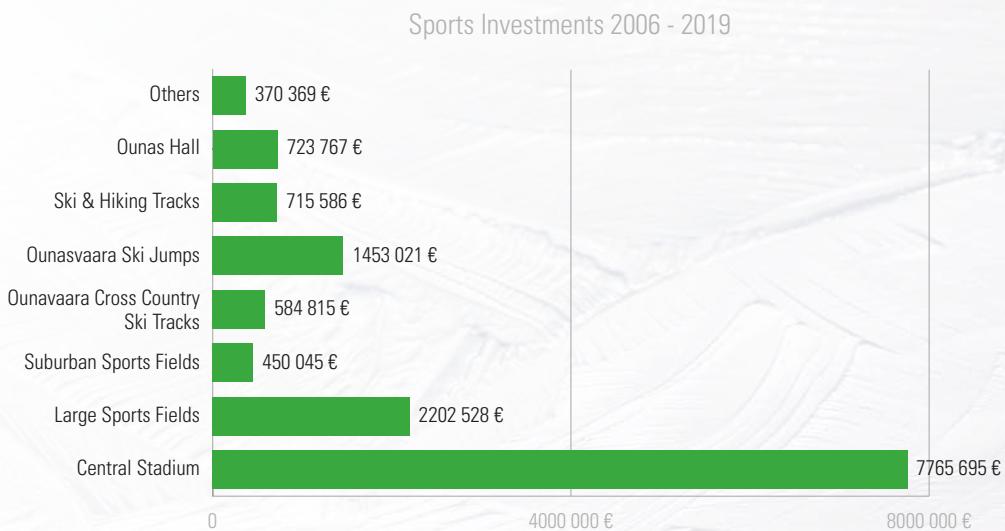
	2016	2017	2018
INDOOR FACILITIES	542 648	875 940	1 847 831
OUTDOOR FACILITIES	2 115 188	2 190 380	2 181 175
SWIMMING HALL	683 143	683 920	789 644
	3 342 995	3 752 257	4 820 668

The annual costs for maintenance of municipal sports facilities are appr. 5 M€/v



INVESTMENTS

The annual investments for municipal sports facilities are 500 000 – 1 000 000 €, depending on the year.



The total amount of investments for municipal sports facilities is 14,2 M€ during the last 14 years. That's 1 M€ / year on the average.

The investment plan is designed for the upcoming three years. At the moment it includes:

- 2020: Ylikylä Sports Field (350 000 €), Ounasvaara Ski Tracks (250 000 €)
- 2021: Ylikylä Sports Field (200 000 €), Napapiiri Sports Field (600 000 €)
- 2022: Napapiiri Sports Field (600 000 €)

BUDGET

The annual budget of Sport and Leisure Time Services is appr. 6,5 M€. It's about 1,5 % of the total budget of the city.

THE PRIVATE SPORTS FACILITIES

There are only a few private sports facilities in Rovaniemi. The most significant ones are Ounasvaara Ski Resort (alpine skiing, snowboarding), Santa Claus Golf Club and Tennis Centre.

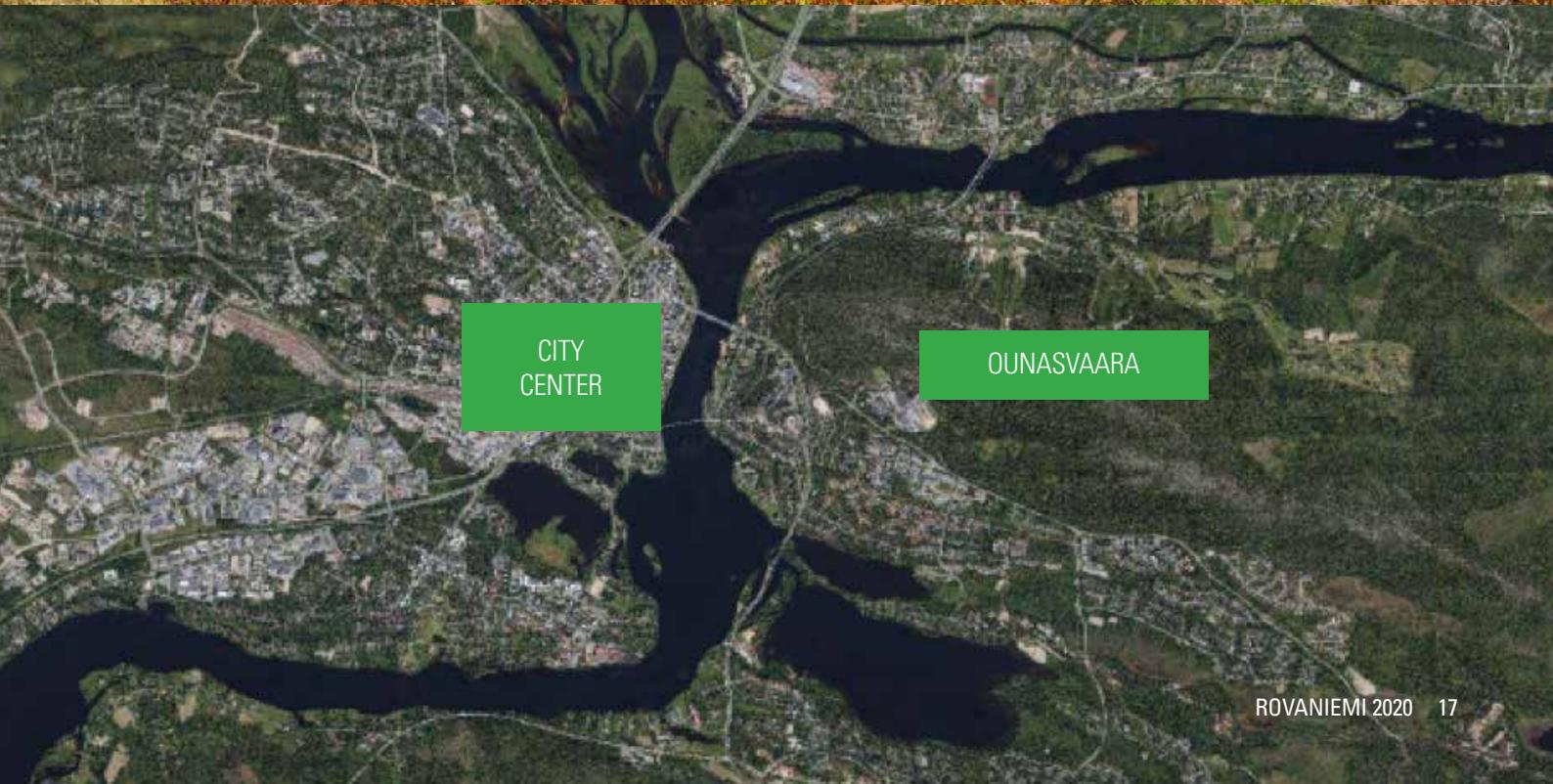
OUNASVAARA HILL AREA

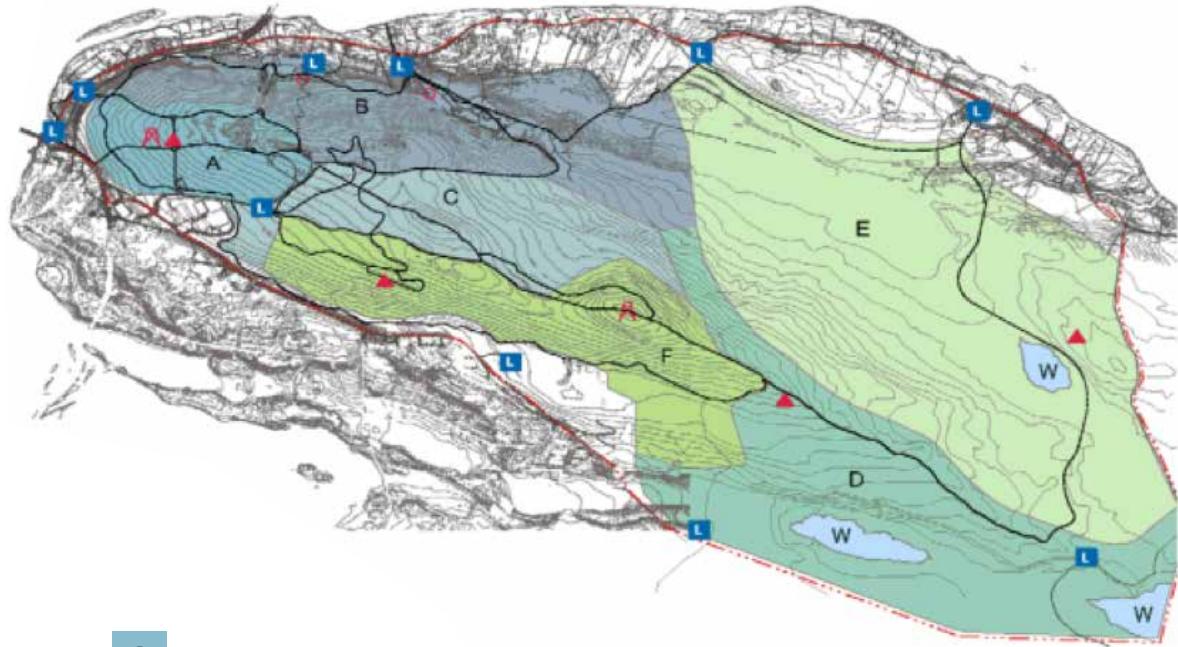
Ounasvaara Hill is an exceptionally versatile environment for physical activity, sports and recreation, located in the heart of the city. The conditions offered by the urban services and the natural environment offer great opportunities for sports, as well as for international top-level sport and sports tourism. There has been a strong focus on developing the content of sport activities and enhancing cooperation. Almost all the land area at Ounasvaara is owned by the city: some areas have been leased for sports companies.

Ounasvaara provides excellent facilities and services for sport tourism. International sporting events bring people from all over the world either to take part in or observe a sporting event. Rovaniemi is proud to have hosted sporting events in European and world championship level during the past ten years and in a couple of years Rovaniemi will be the host city for some of the largest sporting events in Finland.

Ounasvaara is one of the leading tourism attractions in Rovaniemi. Many of the visitors want to experience the pure nature of Lapland just by having a short walk in the forests of Ounasvaara or have a family holiday enjoying the various activities Ounasvaara offers both in winter and summer.







A Wellness and sports Centre Santasport, Lapland Sports Academy, accomodation, skiing school

B Ski jumping, skiing centre, arctic golf, accomodation

C Tracks and trails; walking, skiing, bicycle, orienteering

D Recreation, orienteering

E Silent area, recreation, skiing

F Protected area

W Waterways

■ Lahtipaikka

▲ Lauvu

● Näköalatorni

○ Ravintola

SPORT FACILITIES AT OUNASVAARA INCLUDE:

- ski / hiking tracks: 100 km (50 km illuminated)
- Nordic skiing centre: competition x-c skiing tracks (10 km), 6 ski jumps
- Alpine ski resort: 5 lifts and 12 pistes
- Santa Claus Golf centre
- frisbee golf courts (3)
- shooting ranges
- frisbee golf courses
- Lapland Arena ice halls (3)
- Ounas hall for ball games
- Santasport



SANTASPORT

Santasport Sport Institute, located at the scenic Ounasvaara, is a centre for wellbeing, sports, and education in Rovaniemi. The combination of beautiful nature and modern facilities provides a great milieu for family holidays, recreational activities and world-class sporting events alike.

Santasport consists of several services:

- education centre for physical activity and sports
 - » vocational upper secondary education: sport assistant, dancer, youth and leisure instructor
 - » further vocational education: physical education, coaching, masseurs
 - » liberal adult education: nutrition coach education, personal training, sports medicine, certificate safety education
 - » liberal adult education courses: safety, physical education preparation, coaching, work welfare
- wellness centre
 - » sports hall, bowling alley, pool area, funpark, adventure park

- Olympic Training Centre
 - » Sports coaching
 - » Technical and physical training
 - » Testing station
 - » Support for developing as an athlete
 - » Physiotherapy and Medical services
- Lapland Sports Academy
 - » network of schools and partners operating with Santasport to help students combine their studies and professional sports careers

Santasport Institute is a national Olympic Training Centre and attracts national and international teams to train especially in the early winter months due to natural cold climate conditions and investments made in storing snow from the previous winter and snow cannons. Santasport is also one of the most important training facility for the local sports clubs.

Santasport is a part of the Rovaniemi Municipal Federation of Education, which belongs to the Rovaniemi City Concern.



ACCESS TO FACILITIES AND SPORT ACTIVITIES

The use of the most indoor and outdoor sports facilities is free of charge for kids under 18 years and for adaptive sports groups. There's a price list for adult users. The ski/hiking tracks, skating areas and suburban play areas are open and free for all, of course.

The Sports and Leisure Services is responsible for making bookings for the use of different municipal sports facilities. Seasonal bookings for indoor and outdoor facilities are made twice a year for local sports groups, clubs and those practising individual sports.

SUBSIDIES AND GRANTS

Sports and exercise clubs and organisations caring for those with special needs in the area are supported through **general sports grants** (altogether 180 000 € / year). Based on the level of success in sporting achievement, **top sport grants** can be awarded to support the activities of individual sports people or clubs, which are registered with the city. These grants are from 500 to 5000 €.

The maintenance of sporting facilities is supported through **maintenance grants** (altogether 20 000 € / year). In that way, village communities, clubs and associations can independently keep their ski tracks, ice rinks, etc. in good condition. For those clubs who use private sports facilities, **rental grants** are awarded (altogether 450 000 € / year). The biggest rental grants are awarded to the user groups of the ice halls.

SPORT INITIATIVES, EVENTS OR PROJECTS, WHICH ARE DIRECTLY CARRIED OUT OR PROMOTED BY THE CITY COUNCIL

Rovaniemi has been a popular location for different sports competitions for a long time. The first cross-country skiing and ski jumping competition were held already in year 1927. The popular childrens ski race (Konttisen kisat) has been organised 95 times.

The sports events, races and competitions are typically organised by local sports clubs. The role of the city is to offer the venues and facilities. The most popular and famous annual sports events are Arctic Rally car race, Kultavaskooli volleyball tournament, Santa Claus football cup and First Snow Ski Race, which is nowadays a very international start for the ski race season.

Summer 2018 Rovaniemi hosted the Finnhorse Trotting Championship "Kuninkkuusravit" and summer 2019 there was the biggest annual junior volleyball tournament "Power Cup".

Next year 2020, Rovaniemi will host World University Ski Orienteering Championships, snowmobile Snowcross World Championship and the world's biggest orienteering relay race "Jukolan viesti".

Tourism is one of the leading industries in Rovaniemi. Rovaniemi receives about half a million visitors every year all year round. High season starts in the end of November and continues until the end of March. The winter tourism covers about 60 percent of the tourism in total.

Economically the winter season is even more significant. In winter, Rovaniemi is the main destination for holiday makers while in summertime, Rovaniemi is just one staging post in travelling around the northern regions of Europe.

The economic importance of tourism has grown along the growing numbers of visitors. The direct income of tourism is about 190 million euros and additional indirect income is estimated to be around 75 million euros. Tourism employs directly or indirectly over 1 700 persons.

Tourism has impact on the services also available for the residents of Rovaniemi. For example Rovaniemi wouldn't have as many daily flight connections without tourism. The nature hike trails, cultural services and sport facilities would probably be much less developed than they are today. Tourism plays also an important role in paying for those services. The value of sport tourism in Rovaniemi is estimated to be around 10 million euros.





MEASURES TO PROMOTE HEALTH AND INTEGRATION THROUGH SPORTS IN ALL SOCIAL CLASSES

Physical activity (defined by the Act on the Promotion of Sports and Physical Activity) can be divided into subcategories:

- everyday physical activities
- health enhancing physical activities
- adapted physical activities
- hobby sports
- fitness sports
- competitive sports

The Sport and Leisure Services takes these categories into account when designing services for residents. The cross-sectional co-operation is strong and natural in the fields of sports and physical activity within the city government. The Sport and Leisure Services works together for instance with Education Services (physical activities in kindergartens and schools), Culture Services (dance, circus), Youth Services (health and activity promotion), Regional Services (physical activities in villages), Health Care Services (health and activity promotion), Social Services (health and activity promotion) and Infrastructure Services (pedestrian lanes, recreation areas; town planning).

The Sport and Leisure Services offer sports instruction for different age groups and adaptive sports groups. The most important partners are the local sports clubs, who offer sports services for their members, but also work in close co-operation with the municipal sports services.

CHILDREN AND YOUNGSTERS

The Sports and Leisure Services, in cooperation with the local sports clubs and the third sector, provide children and young people with sufficient physical activity. Our goal is to make children and young people move around and grow into a healthy citizen with an active lifestyle.

Good co-operation between clubs, schools, homes and different sports is intended to support children's growth. The conditions and equipment suitable for children's sports and physical activity, as well as their availability, allow the objectives to be achieved. There are excellent opportunities for this in Rovaniemi.

Addition to weekly programmes, The Sports and Leisure Services carries out several sporting events and campaigns each year for school children, where opportunities are created to explore different types of physical activity and to find our hobbies for everyday life.



ADULTS

The aim is to create forms of exercise suitable for beginners, and to help new enthusiasts with physical exercise. The health enhancing physical activity programme is not a question of the high-pressure pursuit of top-level performance, but merely finding pleasure, success and refreshment in physical exercise.

SENIOR SPORTS

The Sports and Leisure Services provide senior citizens with health enhancing physical activities aimed at active and independent seniors. The activities are carried out in a variety of fee-paying courses that last for a period of operation.

A special target group is seniors over 75 years. The national Strength in Old Age Programme aims to launch research-based health exercise for independently living older adults (75+) with decreased functional capacity. The aim is achieved by developing and increasing the following services: exercise counseling, guided strength and balance exercise, and opportunities for daily exercise and outdoor exercise.



ADAPTIVE SPORTS

The Sports and Leisure Services provide special exercise (adapted physical activities), which enables people in need of special support to exercise. Adapted physical activity is targeted at people of all ages who have difficulties in participating in commonly available physical activity due to disability, illness, social status or other disability. The aim is to promote health and functionality; instead of focusing on the diversity of the athletes, the emphasis is on properly designed and executed exercise that is suitable for everyone.

SPORTS INSTRUCTION AT THE SWIMMING HALL

The personnel of the swimming hall offers versatile swimming school activities for residents of all ages. We organize baby and family swimming, swimming schools of different levels for children and adults, and provide swimming instruction according to the curriculum for Rovaniemi comprehensive schools. As part of senior sports activities, we also organize water gymnastics.

EDUCATIONAL OPPORTUNITIES

The city has educational capabilities from elementary school until doctoral degrees. There are many opportunities to study sports in Rovaniemi.

- Santasport Sport Institute offers vocational and liberal education, such as:
 - » sport assistant, dancer, youth and leisure instructor
 - » nutrition coach education, personal training, sports medicine
- Lapland University of Applied Sciences offer higher education, such as:
 - » sport instructor: bachelor/ master levels

The education system has developed possibilities to combine education and professional training in sports. The Lapland Sports Academy is currently a part of the regular activities of all educational organizations. The higher education institutions in the city (University of Lapland and Lapland University of Applied Sciences) have common strategic goal to become athlete-friendly studying environment. The combination of sports and education is known and "dual career" in European level.

Lapland University of Applied Sciences has been partner in various projects that develop "dual career". In 2010-2011 the university proposed itself and seven partnering institutions to gather knowledge on problems and opportunities in "dual career", particularly in winter sports (INTECS Network). The gathering supported EU commission to develop Erasmus + sports programme. After this phase, the university initiated the athletes education model – WINNER Education model – in cooperation with six European countries. The initiative got funding from Lifelong learning programme in 2013-2017. The third phase of this development is the ongoing AMiD Athletes mobility project that supports athletes education solutions when they are migrating to another EU member state to train. The mobility challenge is particularly important in winter sports where the training and competition period is in parallel with academic year. The university is part of EAS network that is European network to facilitate "dual career". In 2016 EAS annual conference was organized in Rovaniemi.



SPORTSMANSHIP RATE OF THE POPULATION

The most important sports actors are the voluntary sports clubs. There are over 100 sports clubs in Rovaniemi area. The combined amount of the members of these clubs is about 18 000, which is equivalent to 28 % of the population of Rovaniemi.

30 % of the club members are children (under 18 years); 45 % of the members are female. 34 % of the club members take part in competitive sports. Of these, 65 % are kids under 18 years and 31 % are female.

The sports clubs can be divided into four almost equal groups, on the basis of the amount of the club members. The biggest (over 500 members) sports clubs are FC Santa Claus Napapiiri (football), Rovaniemen Palloseura (football), Ounasvaaran Hiihtoseura (ski sports), Rovaniemen Kiekko (ice hockey), Santa Claus Golf Club (golf), Santa's United (floorball) and Ounasvaaran Latu (outdoor and nature sports). The biggest adaptive sports associations are Lapin Näkövamaiset (visually impaired), Rovaniemen Seudun Sydänyhdistys (heart patients) and Pohjois-Suomen Syöpäyhdistyksen Rovaniemen osasto (cancer patients).



The three smaller groups are clubs under 100 members, clubs with 100-200 members and clubs with 200-500 members.

The data of the involvement in sports are collected annually, either be the city of Rovaniemi or by the several national surveys.

The levels of physical activity and physical competence of the children and youngsters is measured nationally with standartised tests. The results can be found on the internet (liikuntaindikaattorit.fi). According to the latest tests and surveys, the healthy habits of the local kids are at the average level.

The levels of physical activity of the adult population is monitored nationally by FinSote survey. According to the latest survey, the amount of the physically passive people in Rovaniemi is 17,5 % of the males and 21,0 % of the females. The amount of those who exercise several hours every week is 29,4 % of the males and 20,4 % of the females.

The Sports and Leisure Services collects regularly data about the use of the municipal sports facilities. Regional State Administrative Agencies gather information about the resources of the sports services of the municipalities. The financial resources of the sports services in Rovaniemi is about 80 € / capita / year (without the investments).



COMMUNICATION PROJECT TO PROMOTE THE APPLICATION

The Communication plan of the Rovaniemi City of Sport 2020 is tangible and throughout, and it is based on the experiences that we have and ideas regarding the future. The promotion is implemented in international networks that we cooperate with in EU Level and globally. The added value from European networks such as EAS (www.dualcareer.eu) and ClusSport (<http://s3platform.jrc.ec.europa.eu/sport>) are used.

To promote the project, the city establishes a website where the progress and activities of this issue are disseminated. We shall use modern ICT-tools of communication such as e-tools and social media. We shall also produce “case” investigations and brochures for further dissemination purposes. The dissemination is implemented in the regional high-level conferences and international meetings.

ROVANIEMI EUROPEAN CITY OF SPORT 2020 CANDIDATE LOGO

In the logo, the letter R in the beginning of the word Rovaniemi forms the shape of a reindeer. Reindeer is an animal strongly associated with Lapland and as such a suitable mascot for province capital Rovaniemi. There are more reindeer than people in Lapland, and in Rovaniemi you can see reindeer everywhere: on the side of the road while driving, on the plate in restaurants, in the city centre as statues and even the town plan is shaped like a reindeer head. Reindeer are also athletes: reindeer racing is a popular activity in the winter.

Rovaniemi is the official hometown of Santa Claus. The colour red in the logo is a nod towards the most famous inhabitant of our town.

In the curve of the R in Rovaniemi you can see a curve of an oval racetrack.





RELATIONS BETWEEN THE CITY COUNCIL AND SPORTS OR POLITICAL INSTITUTIONS AT LOCAL, REGIONAL AND NATIONAL LEVEL

DOMESTIC PARTNERSHIPS:

The city of Rovaniemi has many levels of partnerships and agreements. The city gets some funding for physical activity services and investments from the state (the Ministry of Education and Culture). The amount of the state funding is about 3 % of the budget of the Sport and Leisure Services. Rovaniemi takes part in the sports network of the 15 biggest cities in Finland (15+), governed by the ministry.

The regional partners are Regional Council of Lapland and Laplands Sport Federation. The co-operation with these partners is actualised in various projects.

Additionally the city has made local agreements concerning the top level sports. Partners are Santasport and local sports clubs, who respectively have made agreements with national federations.

INTERNATIONAL PARTNERSHIPS:

Barents sport: Barents Sports is the largest cultural cooperation in the Barents region. It plays an important role in people-to-people interaction and also has great potential for developing industry and tourism in the area. (www.lapinliikunta.com/seura/barents-urheilu/)

EAS Network: European network of sport academies EAS. The European Athlete as Student (EAS) network is a non-profit organisation registered in Malta, founded during the European Year of Education Through Sport in 2004 with the support of the European Commission. Including its president, EAS has nine board members from nine European Member States. Its membership scheme is open for universities, sports schools and other educational establishments interested in high performance sport and also for sports clubs and federations which are willing to support their athletes in their studies. Region of Lapland and City of Rovaniemi has organized the EAS2016 annual conference in September 2016. (www.dualcareer.eu)

Twin Cities: Rovaniemi has concluded partner city agreements with 14 cities or municipalities. Rovaniemi's oldest partner municipality is Kiruna, with which a partner municipality agreement was signed as early as 1940. On the other hand, the latest partner city is Alanya, with which the partner city agreement was signed in November 2008.

The twin cities are:

- Murmansk, Russia
- Kiruna, Sweden
- Narvik, Norway
- Grindavik, Iceland
- Kassel, Germany
- Neustrelitz, Germany
- Olsztyn, Poland
- St. Johann in Tirol, Austria
- Ajka, Hungary
- Veszprém, Hungary
- Drvar, Bosnia-Herzegovina
- Cadillac, United States of America
- Harbin, China
- Alanya, Turkey

ClusSport partnership: Lapland University of Applied Sciences is part of Smart Specialisation Partnership (S3P-Industry) on Sport and is coordinated by ClusSport. The Regional Council of Lapland leads this process in cooperation with South-Netherlands, Cluster Sports & Technology and other partnering regions. The ClusSport network includes regions from different parts of the EU who have complementary competences to develop onwards sports as business sector and part of regional development. (s3platform.jrc.ec.europa.eu/sport)

Partnering regions of ClusSport:

- South of Netherlands (NL)
- Autonomous Province of Trento (IT)
- Auvergne-Rhône-Alpes (FR)
- Catalonia (ES)
- Dalarna (SE)
- Emilia Romagna (IT)
- Flanders (BE)
- Kainuu (FI)
- Upper Austria (AT)
- Valencia (ES)

China-Finland co-operation. Year 2019 has been China Finland Year of Winter Sports. Finland is the first country with which China has agreed on this type of winter sports partnership. The thematic year and the preparations for the 2022 Winter Olympics in Beijing are expected to boost Chinese interest in Finnish winter sports expertise. The thematic year

is focused on four main themes: 1) training and coaching, 2) sustainable development and equality, 3) travel and tourism and 4) competitive and performance sports. Rovaniemi has participated in the co-operation, and the closing ceremony of the thematic year will take place in Rovaniemi.

Other partnership, based on EU-projects:

- Polytechnic of Valencia, Spain
- Fundación Universitaria San Antonio (UCAM), Murcia, Spain
- University of Cádiz, Spain
- Università degli Studi di Roma "Foro Italico", Rome, Italy
- University of Cassino and southern Lazio, Italy
- University of Limerick, Ireland
- Latvijas Universitate – University of Latvia, Latvia
- University of Hamburg, Germany
- University of Salzburg, Austria
- ARGE Sports, Austria
- Verband der Sportartikelerzeuger und Sportausrüster Österreichs, Austria
- University of Ljubljana, Slovenia
- University of Maribor, Slovenia
- University of Tartu, Estonia
- Fontys AUS, the Netherlands
- Sport and Technology, the Netherlands
- MSE Cluster, Hungary
- University of Leuven, Belgium
- Talented Athletes Scholarship Scheme TASS, UK

Recent international projects in the field of sport (received direct funding from the EU commission)

- Intecs Network (Preparatory Actions in the field of sport 2009)
- Winner Education model (Lifelong Learning Programme 2013)
- Athletic migration (Erasmus plus Sport 2017)
- Age4Life (Erasmus plus Sport 2018)
- Inno4Sport (Interreg Europe 2018)

Thematic networks in the field of sport

- ICCE, <https://www.icce.ws/>
- EPSI, www.epsi.eu

COMMERCIAL CO-OPERATION:

There are only a couple businesses related to physical activity and sports in Rovaniemi. Most on them are on the tourism business. If the European City of Sports award is granted to the city, can it be useful for the tourism businesses as well.

Lappset Group Ltd is a third largest outdoor gym and playground manufacturer located in Rovaniemi. The city and the company have had a long co-operation to develop appealing outdoor activity environments. Another example of the sports industry in Rovaniemi is BRP Finland Ltd, which manufactures snow mobiles and supports largely motor sports (including the Lapland Sports Academy and the upcoming snowcross world championships).





PROFILE AND POSSIBLE ACTIVITIES AS A EUROPEAN CAPITAL OF SPORT

The Finnish legislation gives a firm and clear basis for developing and operating sports services. The definitions and regulations of the Act on the Promotion of Sports and Physical Activity set boundaries and responsibilities for different actors. The municipal organisations must design the everyday environments, sports facilities and other services for all the residents, not just for the athletes. Top level sport maybe the most visible part of the physical activity continuum, but most of the municipal resources must be targeted to health enhancing actions.

The Sports and Leisure Service has two motivational theories as a basis for different services in order to ensure the five main aims of the Manifesto of ACES Europe (enjoyment in exercise, willingness to achieve, sense of community, learning fair play, improvement of health) to be realised:

- the self-determination theory (Deci & Ryan)
- the experience sports theory (Eichberg; Tiihonen)

According to the self-determination theory, we try to enhance perceived competence, sense of autonomy and social relatedness with our services. These basic psychological principles are taken into account especially when designing sports instruction services. The experience sports refers to the work of Henning Eichberg, who divides physical activity into three main categories: competitive sports, health enhancing physical activity and experience sports.

The motives are different in those categories, but may still be combined: competitive sports also offers strong emotions, as well as health enhancing physical activities can offer. We believe that by trying to understand the basic psychological motives for being active (or being inactive), can we design more interesting and attracting services, especially for those whose motivation for being physically active is not strong.

City of Rovaniemi has developed a profile of winter sports center as strategic priority. The city has natural and human-made conditions for this purpose that are combined with strong culture of sports. Especially the first snow season is important also for local sports tourism. As the first Nordic and Arctic candidate for the European City of Sports award, we would be interested in participating in networks concerning especially the issues of sustainability, health enhancing physical activity, sports tourism and winter activities; and bringing our own knowledge, expertise and experiences for the ACES network.

SCHEDULE CONTAINING THE EVENTS/SPORTS ACTIVITIES PLANNED FOR THE YEAR THE CITY WILL PROBABLY HOLD THE TITLE

The Rovaniemi City of Sport 2020 project aims at wide and throughout dissemination and valorization of the results.

Key dissemination activities of the project are:

- Rovaniemi City of Sport 2020 project website, including features and compatibility with social media
- project newsletters, sent in four times per year to the key partners and wider public
- Project linkage and involvement to international activities, ie. annual conferences and meetings of European networks such as EAS and ClusSport in 2020, 2021 and 2022; peer reviewed presentations there, multiplier events in each conference as well
- Scientific partnerships with partner towns and their universities, peer review articles on the findings regarding Rovaniemi City of Sport 2020 projects findings
- Local and public articles published in monthly basis
- Rovaniemi City of Sport 2020 project leaflet and project poster
- Project dissemination in regular structures of partners, e.g seminars, meetings and informal communication, using the professional contacts of the team members actively
- Organizing annual European week of sport events (#EWOS) every September in the region of Rovaniemi: Theme is related to the Rovaniemi City of Sport 2020 project

The promotion plan includes participating in the most important sports event in the Rovaniemi area during the year 2020:

- Arctic Rally car race in January
- World University Ski Orienteering Championships in March
- Snowmobile Snowcross World Championship in April
- Jukolan viesti orienteering relay race in June
- Kultavaskooli volleyball tournament in June
- Santa Claus football cup in July
- First Snow Ski Race in November

The award will also be connected to the regular weekly activities of the Sport and Leisure Services as well as separate health promotion campaigns.







CITY OF ROVANIEMI

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